Job Aid: Public Information Plans and Procedures Checklist

Do you have systems and procedures for:	Yes	No
▪ Developing an emergency response or crisis communication plan for public information and media relations?	☐	☐

Does your emergency response or crisis communication plan have systems and procedures for:	Yes	No
▪ Designating and assigning line and staff responsibilities for the public information team?	☐	☐
▪ Identifying and updating current contact numbers for PIO staff and other public information partners in your plan?	☐	☐
▪ Identifying and updating current contact numbers for regional and local news media (including after-hours news desks)?	☐	☐
▪ Establishing the Joint Information Center (JIC) at the Emergency Operations Center (if activated)?	☐	☐
▪ Securing needed resources (space, equipment, people) to conduct the public information operation during an incident 24 hours a day, using such mechanisms as Memorandums of Understanding, contracts, etc.?	☐	☐
▪ Creating messages for the news media and the public under severe time constraints, including methods to clear these messages within the emergency response operations of your organization (including multijurisdiction and/or agency cross-clearance)?	☐	☐
▪ Disseminating information to news media, the public, and partners (e.g., Web site capability 24/7, listservs, broadcast fax, printed news releases, door-to-door leaflets, etc.)?	☐	☐
▪ Verifying and clearing/approving information prior to its release to the news media and the public?	☐	☐
▪ Operating a public inquiry hotline with trained staff available to answer questions from the public and control rumors?	☐	☐
▪ Activating the Emergency Alert System, including the use of pre-scripted messages?	☐	☐
▪ Coordinating your public information systems planning activities with other response organizations?	☐	☐
▪ Coordinating your public information systems planning activities with other sections within the Emergency Operations Center?	☐	☐
▪ Testing the plan through drills and exercises with other response team partners?	☐	☐
▪ Updating the plan as a result of lessons learned through drills, exercises, and incidents?	☐	☐

Notes: